



Town of Arlington, Massachusetts
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Minutes 05/15/2013

ARLINGTON TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE **MINUTES OF MAY 15, 2013 MEETING- JEFFERSON CUTTER HOUSE**

Present: Angela Olszewski - Chair Presiding, Paul Dredge, Clarissa Rowe, Sharon Shaloo, Kirsi Allison-Ampe, Joseph Curro, Bob Radochia, Ted Peluso

Guests: Ted Fields, Jan Whitted, Laurence McKinney

- 1- The Meeting was called to order at 7 PM.
- 2- Ted Fields, Arlington's new Economic Development Planner was introduced. ATED Members and others present introduced themselves to Ted Fields. Ted discussed his new responsibilities and how he saw his role in the Town.
- 3- Jan Whitted, of ArtBeat and Capital Square, talked about her views of the Town's economic opportunities. She made several observations and suggestions where emphasis was appropriate and particularly expressed the feeling that the Town's business centers should be viewed as one economic engine, with a decrease in the perhaps competitive inclinations between the East Arlington, Arlington Center and Arlington Heights downtown units.
- 4- The Minutes of the April 17, 2013 Meeting were accepted.
- 5- Clarissa reported that she was meeting with the key Town officials at the Uncle Sam Plaza tomorrow to further plan the site and structure issues with respect to the Visitors Information Booth to be established under the \$25,000 Warrant recently approved by Town Meeting.
- 6- The Treasurer's report was deferred to the next meeting in the absence of our Treasurer.
- 7- Project Updates:
 - (a) Visitor Information Booth - Ted Peluso made a motion that the ATED Members formally adopt the presented Implementation Plan dated May 2, 2013. He also emphasized the September 7, 2013 Grand Opening date and the rationale for that date. After discussion, The Committee accepted the Plan unanimously.
 - (b) The Directional Signage Project was discussed. The Project is proceeding, with the next meeting for the key Stakeholders and the Consultants to be scheduled within the next few weeks.
 - (c) The Arlington Alive Arts Festival was next on the agenda. An update from Tom Davison was covered including the steps taken to date. Sharon Shaloo, Bob Radochia, Angela Olszewski, Joe Curro and Ted Peluso agreed to help with fund-raising activities, through reaching out to designated funding sources.
 - (d) Paul Dredge talked about the Virtual Tour Concept that he has proposed and avenues to pursue for identifying High School students who might express an interest.
 - (e) Sharon Shaloo brought the Committee up-to-date on the Website and Social Media activities of ATED.
 - (f) A discussion was had about the status of the Battle Road Scenic Byway and the Bikeway Signage/Amenities Multi-Town Grant. There are new consultants working on the project and Clarissa Rowe has been designated as the Selectmen's representative.
- 8- ATED has taken a Booth at The Feast of The East on June 15, 2013 and the Chair emphasized the need for volunteers to help with coverage.
- 9- Various issues concerning community outreach by ATED were briefly discussed

There being no further business, the Meeting adjourned at 8:45PM.